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CENTRAL FAX CENTER  
OCT 03 2006

Docket No.: 60095-0039

## IN THE SPECIFICATION

Please replace the paragraph on page 6, lines 13-19, with the following amended paragraph:

Fig. 1 is an overview block diagram of an embodiment of the present invention. The invention provides a technique including a method and system for using a global traffic management system coupled to a plurality of content servers for a service fee. Fig. 1 illustrates a series of "point of presence" (POP) servers 10, 20, and 30, customer web servers (POP servers) 40 and 45, a monitoring POP server 50, and an ISP cluster 60. In Fig. 1, the servers 10-50, and ISP 60 are typically coupled via a computer network 70, such as the Internet. In other embodiments, other types of computer networks may include other wide area networks, local area networks, such as intranets, and the like.